

## THE FEATURES OF PERSUASIVE SPEECHES AT THE TED CONFERENCES

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The object of our research is a public persuasive speech organized within the framework of the TED conferences.

TED, abbreviated from “technology, entertainment, design” is an American private non-profit foundation, known primarily for its annual conferences on a variety of topics, where the speakers are invited to make interesting motivational speeches. TED conferences have been held in the United States since 1984. The mission of the conferences is to spread unique ideas reflected in the slogan under which the conferences are held – *Ideas worth spreading*. The lectures of the conferences are available on the website [www.ted.com](http://www.ted.com). The topics of lectures differ in a variety of areas of knowledge: science, art, design, politics, culture, business, world development problems, technology and entertainment. A list of speakers includes such famous personalities as the former US President Bill Clinton, Nobel laureates James Watson, Murray Gell-Mann, Wikipedia founder Jimmy Wales, and many others.

The history of TED in Belarus begins in 2009. In December 2013, the first TED Minsk was held with the participation of Belarusian speakers.

According to N. V. Nechaeva the pragmatics of a popular public lecture is aimed at popularizing science in the society. She reports that popular science lectures are of a pervasive type of communication: their goal is to convince the audience, to form a certain opinion in the minds of listeners about a scientific problem or an achievement. The tasks of a pragmatic impact of a popular public lecture in most cases are performed by its verbal part, so the language aspect of a popular lecture is very relevant [1].

After analyzing the content of many TED conferences, we can conclude that the main goals of the speaker are to inform and convince the audience.

Persuasive speeches are regarded as communication with a purpose for a person or a group of people to be motivated to adopt something that they would otherwise not support. There are a lot of means of persuasion including examples of past success, positive evaluation of new skills, an appeal to commitment, demonstration of confidence how the change was decided upon and what it might lead to.

E. N. Molodychenko in the article "Features of Translating the Speech of a Public Figure from the Position of the Translator's Personality" also believes that the pervasive orientation of public speeches is expressed in the construction of a common semantic field between the author and the recipient. Therefore, the translator of such conferences faces an important task, which can be solved just after penetrating into the deep meaning of the lecture, realizing it first of all from the position of textotypological originality, forms an individual-figurative meaning of the text and retransmitting it taking into account the knowledge and ideas about the host linguistic and cultural community in all its variety of manifestations [2].

T. I. Golikova in the article "Some Emotional Aspects of Interpretation" notes that the translator needs to create an emotional appeal of the translation text by a harmonious combination of verbal and non-verbal means. Here it is necessary to pay attention to the fact that the tone and manner of transmitting the content are as important as the content itself. The translator needs to keep in mind such components as rhythm, tempo, loudness of sounds, time frame, personal involvement and balance of verbal and non-verbal means. To do this, the translator should be positioned so that they can clearly see the gestures and facial expressions of the speaker, since non-verbal gestures have a fairly high informative value. It should also be taken into account that a person's gesture and emotional culture reflect their national, professional and age characteristics. The translator has an important task to convey the worldview of a person of a

different social culture, which is possible if the translator is in 'rapport', which is defined as the process of building and maintaining a trusting relationship between two or more people, the ability to cause reactions of other people. One of the most important aspects of rapport is the adjustment of the translator's voice to the speaker, which involves adjusting the tone, tempo, volume and rhythm of speech in the source language [3].

However, this is true, we must admit, if the translator uses consecutive interpretation. In case of simultaneous interpretation at a TED conference, voice "tuning" is not so important.

Speakers in their persuasive speeches use such terms so that listeners could understand their meanings. The manner of the presentation of the material permits to make the information available to the audience.

The analysis of TED presentations has revealed the language tools used in popular public lectures of a persuasive type to achieve the desired communicative effect. These are common colloquial expressions, winged phrases, interrogative sentences addressed to the public, personal pronouns, and figurative metaphorical expressions. For example, Ken Robinson in his speech "Do schools kill creativity?" uses a winged phrase: *This was the love of his life*. Moreover, we can see examples of common colloquial expressions and interrogative sentences addressed to the public in this speech: *It's been great, hasn't it? I've been blown away by the whole thing*.

Most TED speakers use the storytelling technology in their persuasive speeches. Storytelling can be defined as the interactive art of using words and actions to identify the elements and images of a story to awaken the listener's imagination. We would note that there are a number of storytelling principles that contribute to the effectiveness of the story. For the story to be effective, the following conditions should be met: the presence of a typical representative from the target audience in the story; the problems that the speaker reveals should be close to real life, the character of the story has more pronounced qualities than an ordinary person (intelligence, purposefulness, being motivated). At the same time, the storyline should be interesting and rapidly developing.

We have also observed that speakers actively use pronouns of the 1st and 2nd person (*I, we, you*) to describe the feelings and experiences, which makes it possible to quickly reduce the distance between the speaker and the audience, build a trusting relationship with it.

What is more, verbal communication is accompanied by various kinds of non-verbal actions. Nonverbal means of communication help speakers express their thoughts and intentions, emphasizing the emotional component of the message. We can observe that most of the speakers at the TED conferences demonstrate the confidence and openness through their gestures. This allows them to keep the audience's attention on themselves. Open gestures enable speakers to win the audience over and make better contacts with them.

Having considered the features of a persuasive speech on the example of the TED conferences, we can conclude that these speeches have a structure and time duration to better attract and retain the attention of the audience. The presentations are based on the classical model and contain an introduction, the main part and a conclusion. A clear organization of the speech helps to better remember the information presented in a public persuasive speech.

It should be noted that the speakers use such language tools as colloquial expressions, winged phrases, interrogatives addressed to the audience, personal pronouns, as well as figurative metaphorical expressions that help to make a contact with the audience and persuade the listeners. The methods of informal communication also contribute to a bright, memorable organization of the speech. The translator at TED conferences in their turn uses adequate linguistic means of the target language, fully adapting oneself to the communication situation, both in linguistic and extra-linguistic aspects.

### References

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